

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Special Meeting  
Celebrate Mansfield Festival Subcommittee  
Monday, July 20, 2015  
5:00 PM**

**Minutes**

**Present:** Chair Betsy Paterson, Millie Brosseau, Rick Brosseau, and Janine Callahan

**Staff:** Kathleen Paterson

**1. Call to order**

Chair Betsy Paterson called the meeting to order at 5:07 pm.

**2. Public comment**

There was no public comment.

**3. Approve Minutes from May 18, 2015 and June 1, 2015**

Millie Brosseau moved to approve both sets of Minutes as presented.

Janine Callahan seconded the motion.

The Minutes were approved unanimously.

**4. Updates from subcommittee members**

Activities: Kathleen Paterson reviewed the list of businesses and organizations that had confirmed their participation. She noted the deadline to apply for an Activity Booth is Friday, August 7.

Food: Ms. Callahan reported that she has received positive responses from a number of Mansfield restaurants. **Ms. K. Paterson will prepare the Food Vendor Packets, and she and Ms. Callahan will distribute to interested restaurants [Done].**

Music: Ms. K. Paterson reported that she had announced the headliner of Pearl and the Beard on the Festival website and social media. She has begun outreach to music websites and calendars. The band has a new album scheduled for release in July; she has requested copies to share with local radio stations.

Rick Brosseau confirmed that he can provide sound equipment for the second stage.

Ms. K. Paterson reported that she spoke with Bart Roccoberton and John Bell about the possibility of performances by Puppet Arts students. She said they were enthusiastic about the idea. **Ms. K.**

**Paterson will follow-up with Mr. Roccoberton and Dr. Bell after the National Puppetry Festival in August.**

Parade: Ms. Brosseau said that she and Mr. Brosseau have started to receive commitments from Parade participants. She added that the deadline to sign up is Friday, September 4.

Sponsors: Ms. K. Paterson reviewed the list of Sponsorships received and noted the deadline for Sponsors is Friday, July 24.

## **5. Review Draft Site Plan**

Ms. K. Paterson shared a draft of the Festival site plan with the subcommittee. She explained that the plan is very similar to the 2014 site plan with the exception of the addition of the second stage.

The subcommittee members had no changes to the site plan.

## **6. Volunteer Needs**

Ms. K. Paterson asked subcommittee members to consider volunteer needs for the next meeting.

Ms. Callahan said that she and Kim Bova had discussed the need for more photographers.

**Ms. K. Paterson will have a list of volunteer needs for the subcommittee's review at the next meeting.**

## **7. Adjourn**

The meeting adjourned at 6:20 PM.

*Minutes prepared by Kathleen M. Paterson*